08/23/2012 1:30 PM Printed: Traffic Order# 50965 Ver# 3 Status Revised Rep Order# 9800222 EC'd Yes

Last Received: 08/23/2012 12:09 PM Showing Buylines: All Rep & Sta Revised Lines

Rep Firm ) MENTZER MEDIA SERVICES Agency WKRC-TV CINCINNATI, OH Station Sales Office ( 600 FAIRMOUNT AVE, SUITE 306 ) POLITICAL ISSUE GROU Advertiser Salesperson (

CROSSROADS GPS TOWSON, MD 21286 **Product** Agency C/P1/P2/E //1270

Estimate# 1270 Salesperson Phone# 202-955-5342 Flight Dates 08/23/2012 - 08/29/2012 ANNE BRAUNSCHEIDEL Salesperson FAX# 202-955-5348

Buyer Hiatus Weeks Phone#

--- CONTRACT COMMENT ---

217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

REVISED ORDER. NOTE-SPOTS ADDED AS MKGDS FROM #9790984.

PLS CNF

Fax#

Was 103, 704 4 1 200 102, 100

1 of 2

) WASHINGTON

) ALEXANDRA BRADLEY

| LT | Ln  | Day                  | Time             | Program        |     | Len | Rate     | Dates       | Spots/Week | # of<br>Weeks | Total<br>Spots | Total Cost | Daypart |
|----|-----|----------------------|------------------|----------------|-----|-----|----------|-------------|------------|---------------|----------------|------------|---------|
|    |     |                      |                  |                | Λ - |     |          |             |            |               |                |            |         |
|    | *25 | SA                   | 7P-8P            | ET             | P3  | :30 | \$600.00 | 08/25-08/25 | 1          | 1             | 1              | \$600.00   |         |
|    |     | Sales Remark: V3 ADD |                  |                |     |     |          |             |            |               |                |            |         |
|    |     | V3 Added             |                  |                |     |     |          |             |            |               |                |            |         |
|    | *26 | SA<br>Sales Rer      | 6P-630P<br>mark: | NEWS<br>V3 ADD | P3  | :30 | s600.00  | 08/25-08/25 | 1          | 1             | 1              | \$600.00   |         |

---REPORT TOTALS---

Report Totals: 2 / \$1,200.00

V3 Added

---SALES MONTHLY TOTALS---

30 / \$51,850.00 Sep 12: Aug 12: 28 / \$53,250.00

Sales Totals: 58 / \$105,100.00 Station Totals: 58 / \$105,100.00 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

29% 0 % UNKN 0 % WBQC 0 ₹ WCPO \$235,597 CABL 0% EKRC Market Totals 0% WXIX 7 % 17% WSTR WKRC 44% WLWT

Rep Order# 9800222 Ver# 3 Status Revised Traffic Order# 50965 Printed: EC'd Yes Last Received

Printed: 08/23/2012 1:30 PM
Last Received: 08/23/2012 12:09 PM
Showing Buylines: All Rep & Sta Revised Lines

2 of 2

Station WKRC-TV CINCINNATI, OH ) MENTZER MEDIA SERVICES Rep Firm Agency ( 600 FAIRMOUNT AVE, SUITE 306 ) POLITICAL ISSUE GROU Sales Office ( ) WASHINGTON Advertiser ( CROSŚROADS GPS TOWSON, MD 21286 Salesperson ( ) ALEXANDRA BRADLEY Product 1270 Agency C/P1/P2/E //1270 Estimate# Flight Dates 202-955-5342 08/23/2012 - 08/29/2012 Salesperson Phone# ANNE BRAUNSCHEIDEL Buyer Phone# Hiatus Weeks Salesperson FAX# 202-955-5348 Fax#

Books null Demos RA35+

## Spot Manager: All, 08/23/12-08/29/12



Time Period Order Product Descript Estimate # Priority | Spot # AE Weekday Air Time Length Rate Ad-ID Inv. Code (Booked) Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 1 P-2 1 MWASH 3:00 PM-4:00 PM **CROSSROADS GPS** 1270 08/23/12 Thursday3:58:32 PM :30 \$600.00 OHSNT\Let's Make a Deal 1270 P-2 2 MWASH 3:00 PM-4:00 PM CROSSROADS GPS 08/24/12 Friday:58:32 PM :30 \$600.00 OHSNT\Let's Make a Deal 2 \$1,200.00 Line: 2 P-1 :30 \$1,500.00 OHSNT\4p Local 12 News at Fc(4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 1 MWASH 08/23/12 Thursday 1:35:16 PM 1270 P-1 2 MWASH 08/24/12 Friday 1:50:06 PM :30 \$1,500.00 OHSNT\4p Local 12 News at Fc(4:30:00 PM-5:00:00 FCROSSROADS GPS 2 \$3,000.00 Line: 3 P-1 1270 2 MWASH :30 \$1,600.00 OHSNT\5p Local 12 News at Fi\(5:00:00 PM-5:30:00 FCROSSROADS GPS 08/23/12 Thursdavi:04:48 PM 1270 P-1 1 MWASH \$1,600.00 OHSNT\5p Local 12 News at Fi\(5:00:00 PM-5:30:00 FCROSSROADS GPS 08/24/12 Fridayi:12:20 PM :30 2 \$3,200.00 Line: 4 1270 P-2 1 MWASH CROSSROADS GPS 08/23/12 Thursday):05:34 PM :30 \$1,800.00 OHSNT\6p Local 12 News at Si:6:00 PM-6:30 PM P-2 1270 2 MWASH 08/24/12 Fridayi:05:34 PM :30 \$1,800.00 OHSNT\6p Local 12 News at Si:6:00 PM-6:30 PM CROSSROADS GPS 2 \$3,600.00 Line: 5 :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS 1270 P-2 2 MWASH 08/23/12 Thursday':11:12 PM 1270 P-2 1 MWASH 08/24/12 Friday':28:19 PM :30 \$1,400.00 OHSNT\M-F 7p-730p 7:00 PM-7:30 PM CROSSROADS GPS \$2,800.00 2 Line: 6 P-2 1 MWASH :30 \$1,400.00 OHSNT\M-F 730p-8p 7:30 PM-8:00 PM CROSSROADS GPS 1270 08/23/12 Thursday':35:45 PM P-2 2 MWASH 7:30 PM-8:00 PM CROSSROADS GPS 1270 Friday':51:29 PM :30 \$1,400.00 OHSNT\M-F 730p-8p 08/24/12 2 \$2,800.00 Line: 7 P-2 1270 1 MWASH 08/24/12 Friday:58:45 PM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM **CROSSROADS GPS** P-2 Friday 2:23:30 XM :30 \$750.00 OHSNT\Letterman 11:35 PM-12:35 XM **CROSSROADS GPS** 1270 2 MWASH 08/24/12 2 \$1,500.00 Line: 8 P-2 1 MWASH 1270 :30 \$1,900.00 OHSNT\11p M-Su Local 12 Nev 11:00 PM-11:35 PM CROSSROADS GPS 08/23/12 Thursday:34:15 PM 1270 P-2 4 MWASH \$1,900.00 OHSNT\11p M-Su Local 12 Nev 11:00 PM-11:35 PM CROSSROADS GPS 08/24/12 Friday:34:30 PM :30 11p M-Su Local 12 Nev 11:00 PM-11:35 PM **CROSSROADS GPS** 1270 P-2 2 MWASH \$1,900.00 08/25/12 Saturday:33:30 PM :30 P-2 3 MWASH :30 \$1,900.00 11p M-Su Local 12 Nev 11:00 PM-11:35 PM CROSSROADS GPS 1270 08/26/12 Sunday :27:07 PM \$7,600.00 Line: 9 P-2 2 MWASH 10:00 PM-11:00 PM **CROSSROADS GPS** 1270 :30 \$5,000.00 OHSNT\Thu Reg 3 08/23/12 Thursday):28:15 PM P-2 **CROSSROADS GPS** 1270 1 MWASH \$5,000.00 OHSNT\Thu Reg 3 10:00 PM-11:00 PM 08/23/12 Thursday):43:40 PM :30 \$10,000.00 Line: 10

WIDE ORBIT

[Filtered by: ] [Sorted by: Station]

## Spot Manager: All, 08/23/12-08/29/12



Order Product Descript Estimate # Priority | Spot # AE Weekday | Air Time | Length | Time Period Ad-ID Inv. Code (Booked) Rate Date Advertiser: Crossroads Grass Root Political Agency: Mentzer Media Services Station: WKRC-TV Order: 50965 Line: 10 1 MWASH 10:30 AM-11:00 AM CROSSROADS GPS 1270 P-1 \$1,100.00 Face the Nation Sunday):29:26 AM :30 08/26/12 \$1,100.00 Line: 11 P-2 1 MWASH 1270 **CROSSROADS GPS** 630p Local 12 News St 6:30 PM-7:00 PM \$850.00 Sundayi:29:56 PM :30 08/26/12 1 \$850.00 Line: 12 1 MWASH CROSSROADS GPS 1270 P-2 7:00 PM-8:00 PM Sun Reg 1 Sunday':39:38 PM :30 \$4,000.00 08/26/12 P-2 2 MWASH CROSSROADS GPS 1270 7:00 PM-8:00 PM Sun Reg 1 :30 \$4,000.00 08/26/12 Sundayi:58:56 PM 2 \$8,000.00 Line: 13 2 MWASH 1270 P-2 10:00 PM-11:00 PM CROSSROADS GPS :30 \$3,200.00 Sun Reg 4 08/26/12 Sunday):29:00 PM P-2 1 MWASH **CROSSROADS GPS** 1270 10:00 PM-11:00 PM :30 \$3,200.00 Sun Reg 4 Sunday):44:02 PM 08/26/12 2 \$6,400.00 Line: 14 1270 P-2 1 MWASH 3:00 PM-4:00 PM **CROSSROADS GPS** Let's Make a Deal \$600.00 :30 08/27/12 Monday3:59:12 PM 2 MWASH P-2 1270 3:00 PM-4:00 PM **CROSSROADS GPS** Let's Make a Deal :30 \$600.00 Tuesdayl:58:32 PM 08/28/12 P-2 3 MWASH **CROSSROADS GPS** 1270 \$600.00 Let's Make a Deal 3:00 PM-4:00 PM :30 08/29/12/Vednesday 3:28:36 PM 3 \$1,800.00 Line: 15 1 MWASH 4p Local 12 News at Fc(4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 P-1 :30 \$1,500.00 08/27/12 Mondayl:43:51 PM P-1 2 MWASH 4p Local 12 News at Fc (4:30:00 PM-5:00:00 FCROSSROADS GPS 1270 :30 \$1,500.00 08/28/12 Tuesday 1:51:56 PM 3 MWASH 4p Local 12 News at Fc (4:30:00 PM-5:00:00 FCROSSROADS GPS P-1 1270 \$1,500.00 08/29/12 Nednesday 1:28:51 PM :30 3 \$4,500.00 Line: 16 5p Local 12 News at Fi<sup>-</sup> (5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 P-1 2 MWASH :30 \$1,600.00 08/27/12 Mondayi:04:18 PM P-1 3 MWASH 5p Local 12 News at Fir (5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 08/28/12 Tuesdayi:04:18 PM :30 \$1,600.00 P-1 1 MWASH 5p Local 12 News at Fi<sup>-</sup> (5:00:00 PM-5:30:00 FCROSSROADS GPS 1270 08/29/12/Vednesdayi:11:10 PM :30 \$1,600.00 3 \$4,800.00 Line: 17 2 MWASH CROSSROADS GPS P-2 6p Local 12 News at Si:6:00 PM-6:30 PM 1270 \$1,800.00 :30 Mondayi:19:02 PM 08/27/12 P-2 1 MWASH CROSSROADS GPS 6p Local 12 News at Si:6:00 PM-6:30 PM 1270 \$1,800.00 :30 08/28/12 Tuesday):12:43 PM P-2 3 MWASH 1270 CROSSROADS GPS 6p Local 12 News at Si:6:00 PM-6:30 PM 08/29/12/Vednesday):11:38 PM :30 \$1,800.00 3 \$5,400.00 Line: 18 P-2 3 MWASH CROSSROADS GPS 1270 7:00 PM-7:30 PM M-F 7p-730p \$1,400.00 08/27/12 Monday':11:12 PM :30 P-2 1 MWASH 1270 7:00 PM-7:30 PM **CROSSROADS GPS** M-F 7p-730p :30 \$1,400.00 08/28/12 Tuesday':28:04 PM P-2 2 MWASH CROSSROADS GPS 1270 M-F 7p-730p 7:00 PM-7:30 PM 08/29/12/Vednesday':04:11 PM :30 \$1,400.00 3 \$4,200.00

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## Spot Manager: All, 08/23/12-08/29/12



| Date Weekday Air Time Le               | ength | Rate Ad-II   | Inv. Code (Booked)  | Time Period           | Order Product Descrip                   |              |            | Spot # AE        |
|--|-------|--------------|---------------------|-----------------------|---|--------------|------------|------------------|
| tiser: Crossroads Grass Root Political |       |              |                     |                       |   |              |            |                  |
| ency: Mentzer Media Services           |       |              |                     |                       |   |              |            |                  |
| Station: WKRC-TV                       |       |              |                     |                       |   |              |            |                  |
| Order: 50965                           |       |              |                     |                       |   |              |            |                  |
| Line: 19                               |       |              |                     |                       |   |              | 5.0        | 0.84844.0        |
| 08/27/12 Monday':42:22 PM              | :30   | \$1,400.00   | M-F 730p-8p         | 7:30 PM-8:00 PM       | CROSSROADS GPS                          | 1270         | P-2        | 2 MWAS<br>1 MWAS |
| 08/28/12 Tuesday':43:52 PM             | :30   | \$1,400.00   | M-F 730p-8p         | 7:30 PM-8:00 PM       | CROSSROADS GPS                          | 1270         | P-2        | 3 MWAS           |
| 08/29/12Nednesday':35:45 PM            | :30   | \$1,400.00   | M-F 730p-8p         | 7:30 PM-8:00 PM       | CROSSROADS GPS                          | 1270         | P-2        | 3 1010 VAC       |
|  |       | \$4,200.00   |                     |                       |   |              |            | 3                |
| Line: 20                               |       |              |                     |                       |   |              |            | 4 8 8 8 4 8 6    |
| 08/27/12 Monday::26:00 XM              | :30   | \$750.00     | Letterman           | 11:35 PM-12:35 XM     | CROSSROADS GPS                          | 1270         | P-2        | 4 MWAS           |
| 08/27/12 Monday :46:45 PM              | :30   | \$750.00     | Letterman           | 11:35 PM-12:35 XM     | CROSSROADS GPS                          | 1270         | P-2        | 1 MWAS<br>2 MWAS |
| 08/28/12 Tuesday!:12:00 XM             | :30   | \$750.00     | Letterman           | 11:35 PM-12:35 XM     | CROSSROADS GPS                          | 1270         | P-2        | 3 MWAS           |
| 08/29/12 Nednesday !: 12:00 XM         | :30   | \$750.00     | Letterman           | 11:35 PM-12:35 XM     | CROSSROADS GPS                          | 1270<br>1270 | P-2<br>P-2 | 5 MWAS           |
| 08/29/12/Vednesday::26:00 XM           | :30   | \$750.00     | Letterman           | 11:35 PM-12:35 XM     | CROSSROADS GPS                          | 1270         | F-Z        | 5                |
|  |       | \$3,750.00   |                     |                       |   |              |            | <u>J</u>         |
| Line: 21                               |       |              |                     |                       | 0000000450 050                          | 4070         | D 2        | 2 MWA            |
| 08/27/12 Monday :26:52 PM              | :30   | \$1,900.00   |                     | ews 11:00 PM-11:35 PM | CROSSROADS GPS                          | 1270         | P-2<br>P-2 | 1 MWA            |
| 08/28/12 Tuesday :27:26 PM             | :30   | \$1,900.00   | 11p M-F Local 12 No | ews 11:00 PM-11:35 PM | CROSSROADS GPS                          | 1270<br>1270 | P-2        | 3 MWA            |
| 08/29/12/Vednesday :20:19 PM           | :30   | \$1,900.00   | 11p M-F Local 12 No | ews 11:00 PM-11:35 PM | CRUSSRUADS GPS                          | 1270         | 1-2        | 3                |
|  |       | \$5,700.00   |                     |                       |   |              |            |                  |
| Line: 22                               |       |              |                     |                       | 000000000000000000000000000000000000000 | 4070         | P-2        | 1 MWA            |
| 08/28/12 Tuesday):29:51 PM             | :30   | \$3,500.00   | Tue Reg 3           | 10:00 PM-11:00 PM     | CROSSROADS GPS                          | 1270<br>1270 | P-2        | 2 MWA            |
| 08/28/12 Tuesday):59:16 PM             | :30   | \$3,500.00   | Tue Reg 3           | 10:00 PM-11:00 PM     | CROSSROADS GPS                          | 1270         | 1 -2       | 2                |
|  |       | \$7,000.00   |                     |                       |   |              |            |                  |
| Line: 23                               |       |              |                     |                       | 00000000000000000000000000000000000000  | 4070         | P-2        | 1 MWA            |
| 08/29/12Nednesday3:57:56 PM            | :30   | \$5,500.00   | Wed Reg 2           | 9:00 PM-10:00 PM      | CROSSROADS GPS                          | 1270         | P-2        | 1                |
|  |       | \$5,500.00   |                     |                       |   |              |            |                  |
| Line: 24                               |       |              |                     |                       |   |              | D 0        | 4 88844          |
| 08/29/12Nednesday):28:51 PM            | :30   | \$5,000.00   | Wed Reg 3           | 10:00 PM-11:00 PM     | CROSSROADS GPS                          | 1270         | P-2        | 1 MWA            |
|  |       | \$5,000.00   |                     |                       |   |              |            | 1                |
| Line: 25                               |       |              |                     |                       |   |              | 5.5        | 4 5 51 5 7 5     |
| 08/25/12 Saturday                      | :30   | \$600.00     | Sa Prime Access R   | otat 7p-8p            | CROSSROADS GPS                          | 1270         | P-3        | 1 MWA            |
|  |       | \$600.00     |                     |                       |   |              |            | 1                |
| Line: 26                               | L.    |              |                     |                       |   |              |            |                  |
| 08/25/12 Saturday                      | :30   | \$600.00     | 6pm Local 12 News   | s Sa 6p-630p          | CROSSROADS GPS                          | 1270         | P-3        | 1 MWA            |
| 00/20/12 Oddarddy                      |       | \$600.00     |                     |                       |   |              |            | 1                |
|  |       | \$105,100.00 |                     |                       |   |              |            | 58               |
|  |       | \$105,100.00 |                     |                       |   |              |            | 58               |
|  |       |              |                     |                       |   |              |            | 58               |
|  |       | \$105,100.00 |                     |                       |   |              |            | 58               |
|  |       | \$105,100.00 |                     |                       |   |              |            | 58               |
|  |       | \$105,100.00 |                     |                       |   |              |            | 1                |

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